

## ADOPTED 2005 BUDGET

DEPT: WAR MEMORIAL CENTER

UNIT NO. 1914  
FUND: General - 0001

### OPERATING AUTHORITY & PURPOSE

Pursuant to Section 45.058 of the Wisconsin Statutes and in accordance with agreements between Milwaukee County War Memorial Center, Inc., and the County of Milwaukee, Milwaukee County War Memorial Center, Inc., presently operates the War Memorial Center. The Milwaukee County War Memorial Center is situated at the south end of Lincoln Memorial Drive overlooking Lake Michigan and is directly adjacent to County park land. The facility is home to the Milwaukee Art Museum which boasts major cultural exhibits, including the Peg Bradley Collection. In addition,

cultural agencies and major service groups such as the Florentine Opera, Rotary Club, Kiwanis, and national and State headquarters of veterans' organizations, including the War Memorial Center itself, maintain their administrative offices in the Center. To maximize utilization of the facility, it is available for general use by the public, use by veterans' groups, art groups and civic groups. "Honoring the Dead by Serving the Living" is the motto of the Corporation.

BUDGET SUMMARY			
	2003 <u>Actual</u>	2004 <u>Budget</u>	2005 <u>Budget</u>
Property Tax Levy Contribution to War Memorial Center	\$ 1,575,515	\$ 1,311,636	\$ 1,311,636

### MISSION

To provide to all people of the community a state of the art facility with attractive meeting space and to recognize and educate especially the young of the sacrifice and service made by the veterans of our armed services.

Administrative Services-Fiscal Affairs (DAS) will be reduced to a quarterly reporting.

### BUDGET HIGHLIGHTS

- The Milwaukee County contribution to the War Memorial Center remains at the 2004 level of \$1,311,636.
- Monthly financial reporting from the War Memorial, Inc. to the Department of

- DAS-Fiscal Affairs will evaluate professional service contracts (e.g. janitorial services, printing, etc.) and facilitate collaboration between the War Memorial Center and other county supported entities to negotiate shared contracts. DAS - Fiscal Affairs will require the agency to monitor and report any savings. Anticipated savings will be realized in the future budgets.

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<b>ACTIVITY AND STATISTICAL SUMMARY</b>			
	2003 <u>Actual</u>	2004 <u>Budget</u>	2005 <u>Budget</u>
<u>Attendance</u>			
Memorial Hall	30,395	30,000	25,000
Fitch Plaza	11,662	6,000	70,000
Veterans Memorial Gallery	1,310	2,000	600
4 <sup>th</sup> Floor Meeting Rooms	10,933	5,500	5,000
Milwaukee Art Museum	425,197	N/A	N/A
Special Events			
Lakefront Festival of Arts	0	0	0
(moved to Art Museum grounds)			
Fireworks July 3	450,000	450,000	450,000
Circus Parade (cancelled in 2004)	150,000	150,000	0
Harley (2003 event)	103,000	0	0
TOTAL	1,182,497	643,500	550,600
<u>Number of Events</u>			
Memorial Hall	214	250	185
Fitch Plaza	60	20	20
Veterans Memorial Gallery	6	20	20
Meetings - 4 <sup>th</sup> Floor Rooms	630	400	400
Special Events	7	2	1
TOTAL	917	692	626

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The War Memorial Center budget consists of the following:

<b>WAR MEMORIAL CENTER BUDGET SUMMARY</b>			
	2003 <u>Actual</u>	2004 <u>Budget</u>	2005 <u>Budget</u>
<b><u>Expenditures</u></b>			
Personal Services	\$ 638,931	\$ 657,085	\$ 675,868
Professional Fees	92,738	103,067	103,284
Advertising and Promotion	31,820	26,000	32,000
Meetings, Travel and Auto Allowance	4,287	4,250	4,250
Space and Utilities	796,732	690,000	750,000
Office and Administrative Supplies	20,757	21,500	21,500
Major Maintenance & New Equipment	49,121	0	0
Restricted Building Account	25,000	0	0
Milwaukee Art Museum Funding	564,592	369,734	294,734
Unallocated Reduction	0	0	(25,000)
<i>Total War Memorial Center Expenditures</i>	<i>\$ 2,223,978</i>	<i>\$ 1,871,636</i>	<i>\$ 1,856,636</i>
<b><u>Revenues</u></b>			
Parking	\$ 280,291	\$ 250,000	\$ 230,000
Miscellaneous	64,710	44,000	48,000
China Rental/Catering Commission	31,861	25,000	26,000
Office Rental and Cellular One	93,359	105,000	105,000
Hall, Plaza and Grounds Rental	137,288	110,000	115,000
Meeting Room Rental - Fourth Floor	26,222	11,000	31,000
Liquor Commission	14,732	15,000	15,000
<b>Milwaukee County Contribution</b>	<b>1,575,515</b>	<b>1,311,636</b>	<b>1,286,636</b>
<i>Total War Memorial Center Revenues</i>	<i>\$ 2,223,978</i>	<i>\$ 1,871,636</i>	<i>\$ 1,856,636</i>